



# Store selling trending goods to open in three Baltimore-area malls

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A retailer that specializes in trending items — from toys and candy to health and beauty goods — will open in three Baltimore-area malls this month.

Showcase opened its first Maryland location Thursday at The Mall in Columbia. The "Home of the Hottest Trends" also plans to open stores in the Towson Town Center Mall and the Arundel Mills shopping center in Hanover in the upcoming weeks, the company said in a release.

The trend stores are designed to be interactive and allow customers to "try it before you buy it." Items for sale will be those most popular on social media platforms such as TikTok and Instagram. Some current top trending products include Squishmallows, trading cards, Funko pops, food-themed novelty candles and vegan beauty products.

Showcase uses algorithms and AI to understand, identify and track trending products, and on average can bring an item from concept to shelf within 53 days, and as quickly as 16 days for the most popular goods, according to the company.

The retailer also plans to host weekly live online shopping events and later, same-day delivery through DoorDash.

Columbia is the 124th brick-and-mortar store for Showcase and is part of a U.S. expansion for the company that was founded in Edmonton, Alberta, Canada in 1994. The Columbia Mall store is the fifth of 31 new locations the retailer will open in malls across 12 states this summer.

In addition to selling its products, Showcase is also a product developer and marketer, specializing in new and hard-to-find consumer trends in health, beauty, home, toys, novelty candy and food.

"We are thrilled to open our first Showcase trend store in Maryland in the popular Mall at Columbia," CEO Samir Kulkarni said in a release.

"We are very excited to introduce customers in Columbia and its surrounding communities to the unique Showcase brand. Shoppers will now have convenient access to a store filled with the hottest social media trends they won't find elsewhere."

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